



## MLK Scholars Key Messaging Guide

<p><b>What is the MLK Scholars Program?</b></p>	<ul style="list-style-type: none"> <li>• The MLK Scholars program offers meaningful summer work experience and personal development opportunities to over 600 Boston youth at 50 nonprofit sites and John Hancock’s corporate office.</li> <li>• John Hancock works in close partnership with The Boston Globe, Boston University, Partners HealthCare and the City of Boston to offer this unique program.</li> <li>• The MLK Scholars program is the largest, most comprehensive corporate summer jobs program of its kind in the country.</li> <li>• MLK Scholars has been offering these opportunities since 2008.</li> </ul>
<p><b>Who are MLK Scholars?</b></p>	<ul style="list-style-type: none"> <li>• Scholars are Boston youth selected by nonprofit partners for their leadership potential.</li> <li>• Scholars will provide critical capacity support to nonprofits as they further their missions, while gaining job readiness skills.</li> <li>• Scholars represent our next generation of civic and business leaders, who will help us build a healthier and more equitable Boston.</li> </ul>
<p><b>What will Scholars gain from this experience?</b></p>	<ul style="list-style-type: none"> <li>• Scholars are employed for approximately 20-25 hours a week at their nonprofit worksites.</li> <li>• In addition, Scholars will also:</li> </ul> <p>Attend a workshop series called <b>Leadership Forums</b>, held on Fridays throughout the summer. The Forums are designed to help develop job readiness skills and build connections with other scholars and volunteers from around city.</p>

	<p>Complete an <b>online financial literacy course</b> through EVERFI. EVERFI's platform helps scholars manage their financial lives and help them achieve future-oriented goals.</p>
<p><b>Why is this program important?</b></p>	<ul style="list-style-type: none"> <li>• Economic empowerment and financial knowledge are critical for young people, and meaningful work experience builds long-term positive financial behaviors and skills.</li> <li>• For too many, these frankly aren't accessible. A primary goal of the MLK Scholars Program is to level the playing field.</li> <li>• A diverse pool of talent is important to the future success of Boston's businesses, as well as the strength of our communities.</li> <li>• The program helps generate conversation around community investments and promotes positive changes in public policy.</li> <li>• The program creates shared value for individuals, communities, not-for-profits and businesses: <ul style="list-style-type: none"> <li>○ <b>The scholars</b> will have improved career readiness and a sense of community connection that makes them likely to remain civically engaged and employed throughout their lives.</li> <li>○ Sociocultural <b>neighborhood</b> barriers are broken down.</li> <li>○ Our <b>nonprofit community</b> receives increased capacity building and support for youth programming to build upon their missions.</li> <li>○ Creates a more diverse, representative talent pipeline for <b>local businesses</b>.</li> </ul> </li> </ul>